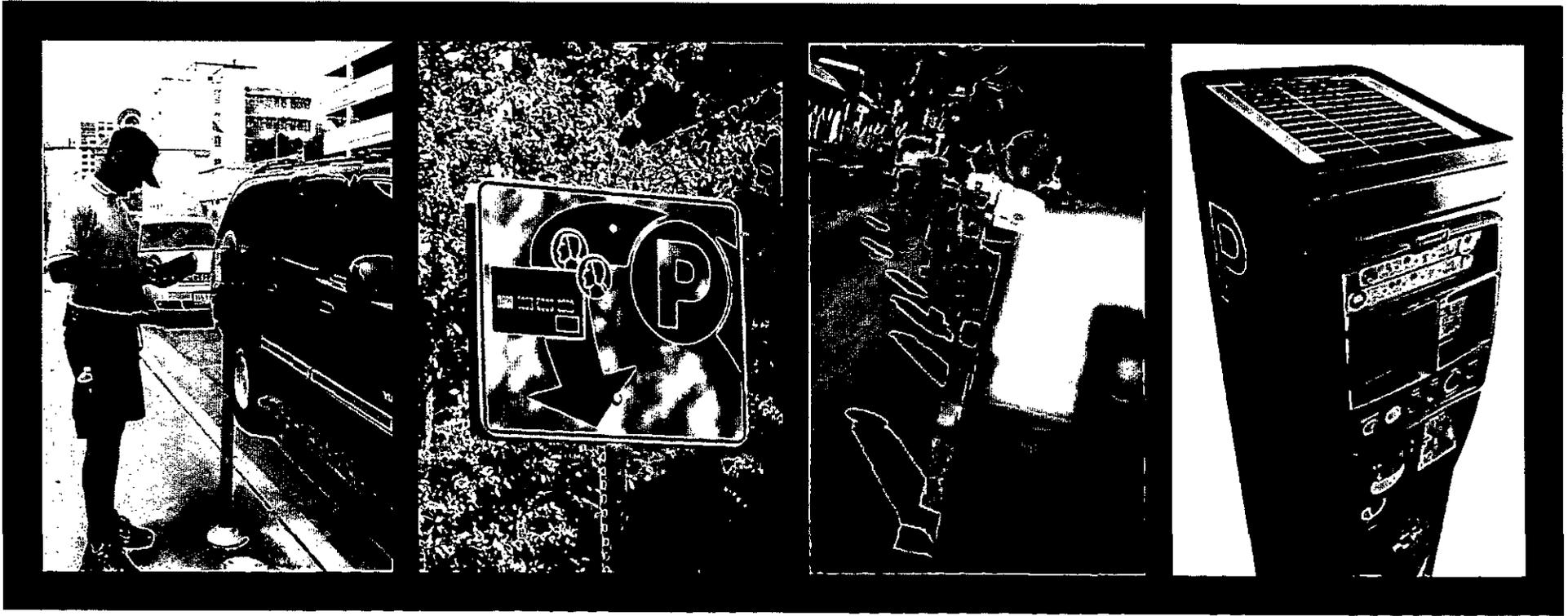


#55

Extended Parking Hours City of Austin Policy Proposal

Late Backup



What's the problem?

- The lack of on-street parking during the evening hours and Saturdays in downtown Austin has been a complaint by businesses, their patrons, and visitors to Austin for years.



Gate Backup

Stakeholder Outreach:

on extended parking management

- 6th St Austin Ex. Dir
- 2nd St District Ex. Dir
- Original Austin Neighborhood Association, Board Members
- Austin Race and Event Directors Association representatives
- *Texas Bar and Nightclub Alliance Director*
- *Hotel/Motel Association, President*
- *Greater Austin Chamber*
- *Downtown Austin Neighborhood Association President and board members*
- *Old West Austin Neighborhood Association, President*
- *West Austin Alliance, President*
- *CB Richard Ellis/AMPCO parking companies*
- *T. Stacy and Associates*
- *University of Texas*
- *Area Churches*
- *Austin Restaurant Association President*
- *Music Commission*



Policy Proposal

- **Adjust paid parking hours 8 a.m. to 6 p.m.**
(currently 8:30 to 5:30)
- **Extend on-street parking hours to Saturdays**
- **Extend on-street parking hours downtown to 12 midnight**, including Saturdays
 - IH-35 to Lamar Blvd.& Cesar Chavez to 10th Street
 - No change in rate – still \$1 per hour
- **Expand enforcement & security capabilities to manage larger parking issues**

Expected Benefits



- More available on-street parking
- Reinvest into downtown & transit projects with portion of revenue
- Improve safety for visitors
- Improve valet & parking management

Recommendations

University of Texas at Austin

“I have reviewed the City of Austin Memorandum regarding downtown parking issues ... (and believe) this document is based on sound research and makes sense. We have no objections to premises presented in this document including the operations of meters around the University until 6 pm, Monday-Saturday.”

- Bobby Stone, Director of Parking and Transportation Services

Estimated Revenue Increase

- **Revenue increase from meters***

– Extended M-F to 6pm	\$ 200,000
– Extended Sat. 8am to 6pm	\$ 800,000
– Extended DT M-Sat. 6pm to 12 mid.	<u>\$2,100,000</u>

Total: \$3,137,000

* Revenue reflects estimates from the first 12 months

Estimated Revenue Allocation

- **Downtown Reinvestment (40% of gross revenue)** **Total: \$1,050,000**
 - Way finding system
 - Capital Projects (sidewalk replacement, street reconstruction, streetscape, etc.)
 - Increased downtown maintenance (sidewalks, streetscape)
 - Transportation Management Association creation
 - in partnership with DAA, Travis County and CMTA
 - Transit operations and transportation demand mgmt. initiatives

- **Transportation Initiatives** **Total: \$400,000**
 - Circulation/mobility/signal timing

- **Parking Enterprise Operations** **Total: \$1,687,000**
 - Additional parking enforcement, equipment upgrades, and maintenance

* Revenue reflects estimates from the first 12 months

Estimated General Fund Revenue

- **Estimated revenue increase to General Fund from citations***

– Extended to Sat. 8am-6pm:	\$ 295,000
– Extended DT meters 6pm-Midnight:	\$ <u>890,000</u>
Total:	\$1,185,000

- **Additional Municipal Court expenses** \$ 70,000

Net total to general fund: \$1,115,000

What have we heard so far?

- **5 Subcommittee meetings and a Public Hearing** were facilitated by ATD staff between December and February. From these meetings, ATD has heard and responded to the following comments:
 - Concerns of increased drinking and driving related to Saturday hours
 - Parking options for downtown employees, musicians
 - Availability of downtown off-street parking facilities
 - Need for additional community input

Joint Subcommittee Efforts

- As a result of these meetings, ATD staff has worked to develop and provide the following:
 - **Map of off-street parking**
 - **Current off-street parking utilization percentages**
 - **Community website**
 - **City website survey support**
 - **Media release**
- The Joint Subcommittee is slated to provide the City Council with a recommendation late in February.

Policy Considerations

Employees

To help **accommodate evening employees**, ATD worked to arrange options for **safe off-street parking at a reasonable rate** and centralized location.

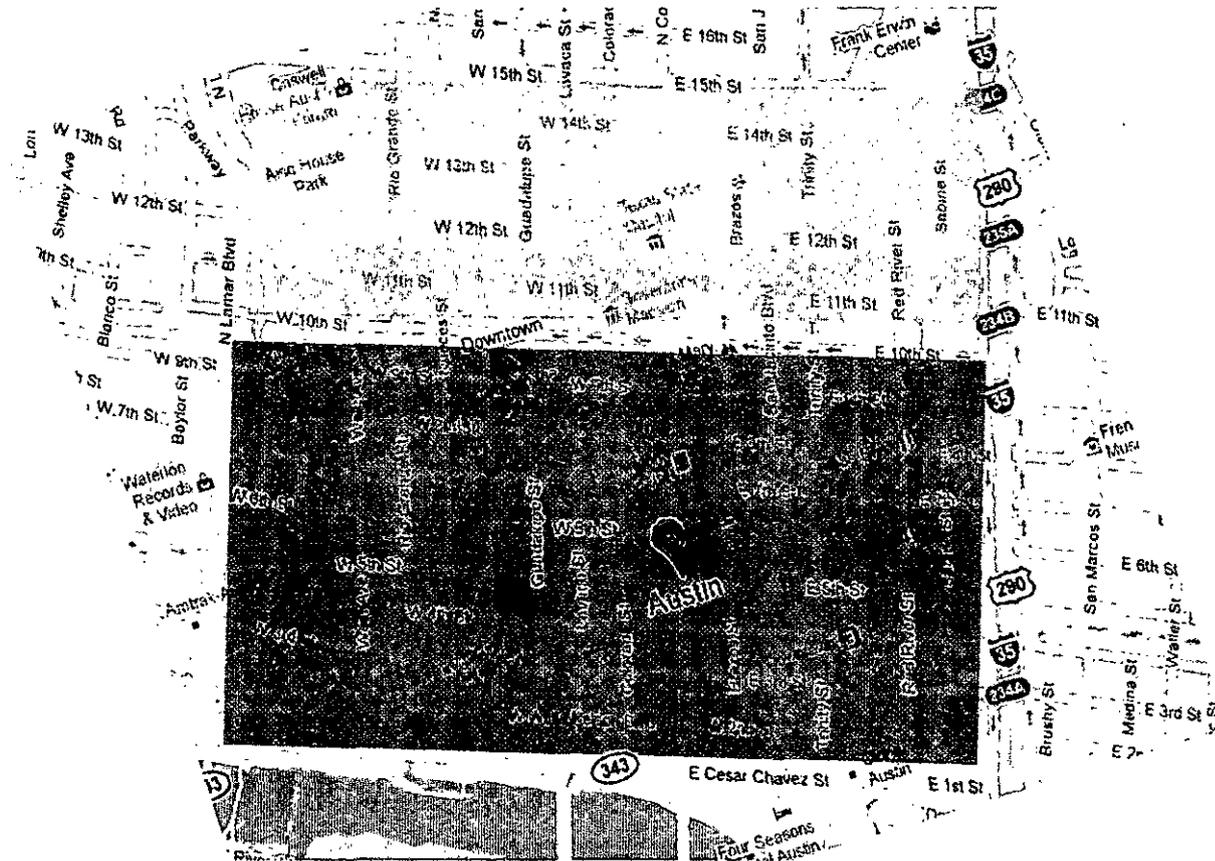
Music Venue Time Limits

ATD working to **create viable parking options for performers**, and will continue to work with the Music Commission on this issue.

Discouraging Impaired Drivers

The enterprise will **hold citations** for vehicles left overnight **with proof of receipt** for use of alternate modes of transportation.

- 1,387 free parking spaces available between 10th and 15th streets



- 78% of the average 10,700 cars parked downtown Friday and Saturday currently pay for parking

What Other Cities Experienced

Minneapolis: Warehouse District (99% occupancy rate)

“At first some businesses complained, but...people still visited, a high occupancy still occurred, and businesses did not suffer,” Tim Drew, Director of Traffic, Parking Services
6 a.m. - 10 p.m. M-Sun, Before - 9 a.m. - 6 p.m. M-F

City of Atlanta: Entertainment District

“Complaints went down because motorists were accommodated,” Allen Ross, Duncan Solutions
7 a.m. - 10 p.m. M-Sat, Before - 8 a.m. - 6 p.m. M-Fri. (overnight restricted)

City of St. Louis: Theatre District

“Parking demand was not sufficient enough to extend meter hours,” Andres Boussard, Assistant Treasurer
8 a.m. - 7 p.m. M-Sat., Before - 8 a.m. – 10 p.m. M-Sat.

City of Denver

Receives moderate complaints about parking; area did not experience reduced economic activity.

8 a.m. - 10 p.m. M-Sat., Before: 8 a.m. - 6 p.m. M-Sat.

Next Steps

If approved by Council, ATD would implement the new hours in August. In the meantime, staff would continue working to:

- Conduct community outreach/education
- Install temporary wayfinding
- Reevaluate valet and commercial/customer zones
- Hire additional parking officers
- Change parking signage
- Reconfigure pay stations

Proposed Employee Parking Options

Garage Parking

Convention Center	Mon-Sun	\$5
Southwest Tower	Sun-Thurs	\$3
211 E. 7th	Fri-Sat	\$5
301 Congress	Thurs-Sat	\$5
One Amer. Ctr.	Monthly	\$75
600 Congress		
Frost Bank Tower	Monthly	\$140+tax
401 Congress		
812 San Antonio	Monthly	\$90+tax
812 San Antonio		
First Baptist	Monthly	\$50
811 Trinity		
Perry Brooks	Monthly	\$50
720 Brazos		

Surface Lot Parking

Cesar Chavez/Trinity	Monthly	\$50
314 E. Cesar Chavez		
Cesar Chavez/Red River	Monthly	\$50
101 Red River		
5th/IH-35 access road	Monthly	\$50
701 E. 7th St.		
9th/Red River	Monthly	\$50
505 E. 9th St.		
6th/Nueces	Monthly	\$50
501 W. 6th		

Walker Parking Consultants

February 2, 2009

Perception

There is no
parking
available
downtown.

Reality

VS

There is ample
parking available
in private garages
and lots, separate from
on-street parking.

Weekday, Daytime Occupancy Rates:
64% on-street occupancy

Week & Weekend Evening On-Street Occupancy:
87 to 99% (Exceeds Optimum Capacity- 85%)

Stakeholder Survey

Capacity

Rate on-street parking capacity both **in the day and evening.**

77% **91% say**

Valet

Does valet use too many on-street parking spaces ?

78 percent say YES, valet use too many on-street spaces

Employees

Is there enough on-street parking **for employees and customers?**

82 percent say

Residents

Do you have access to off-street parking for you & guests in the day & evening?

Day: 43.5% Evening: 52% say not enough